

“Not just another e-book -- it’s a *step-by-step* mini-course!”

”The 7 Keys to Creating an Instant Ezine Subscriber Magnet!”



By Jason Potash

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For more ezine promotion ideas, please visit:

<http://www.EzineAnnouncer.com>

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Introduction

So, you've decided to get involved in the ezine game? Glad to hear it. You're about to embark on a very exciting and rewarding venture - watching your ezine grow. . .trying new tactics to attract subscribers. . .even making money. It quickly becomes addictive. You'll see ;-)

What are your reasons for publishing an ezine?

For profit, for pleasure, or as a way to connect with others who share similar interests? Whatever your reasons are, there are two common goals that ALL ezine publishers share:

1. INCREASE SUBSCRIBERS
2. GAIN EXPOSURE

Make no mistake about it, lack of exposure and subscribers will make or break your ezine. And that's exactly what will be covered in this mini-course.

You'll be shown how to get **maximum** exposure for your ezine and suck in new subscribers faster than a Hoover vacuum!

PS - If you have any questions, just drop me an e-mail at jasonp@ezineannouncer.com

Let's get started!

"The 7 Keys To Creating An Instant
Ezine Subscriber Magnet"

By Jason Potash

The latest numbers indicate that there are over 300,000 ezines out there. That's right, 300K. Pretty astonishing isn't it?

And guess what? All of these ezine are fighting for the SAME subscribers as you are. It's becoming very competitive out there.

For example, just visit www.ezineuniverse.com and type in "internet marketing". See how many ezines pop up?

Let's suppose you're planning to launch a new ezine on internet marketing (a VERY popular topic)...should you give up before you even start? Well, not exactly.

You see, most ezine publishers make the same mistakes when it comes to attracting new subscribers. They submit their ezine to about 10 ezine directories, sit back, and expect the world to beat a path to their door.

The fail to realize that ezine promotion is an ongoing effort. It never really ends!

Does this mean that you'll be forever slouched over your keyboard, promoting your ezine for hours on end? Not exactly. Like most things in life, gaining momentum is the hardest part.

So, where do you begin in your quest for 20,000 ezine subscribers and maximum exposure?

Key #1: Submit to Ezine Directories

Before you jump right in and begin promoting your ezine, you must do some important background work.

A. Write a Compelling Ezine Description

Once again, with 300,000+ ezines out there, what is going to make yours stand out from the rest? If I were glancing over 100+ ezines in your category, *why would I choose yours?*

Your ezine description is a key element to attracting new subscribers. (The previous sentence is worth re-reading).

Here's a tip...



It's an excellent idea to study other ezine descriptions before creating your own. Visit a few of the top ezine directories and search through various ezines in the same category as your ezine.

Here are a few sites to get you started:

www.bestezines.com
www.ezineaction.com
www.ezineadvertising.com
www.ezine-dir.com
www.ezinelibrary.com
www.ezinelocater.com
www.ezine-marketing.com
www.ezinesearch.com
www.ezinesplus.com
www.ezine.today.com
www.ezine-swap.com



Rather than manually submit to each directory, you can save time by using automated submission software such as EzineAnnouncer. For more information click below:

<http://www.EzineAnnouncer.com>

Once you visit a few sites, take note of which ezine descriptions catch your eye. Which one's jump out and peak your curiosity?

ezinedepot.net, and fun-list.com are great sites to educate yourself. All ezine listings include user ratings/votes and hit rates are tracked.

Here's an example of a good ezine description:

<name of ezine withheld> - Powerful internet marketing concepts that you can use right now! Informative articles written by professional marketers who make their living online, money making tips and tricks you must use to increase your profits, and much more! Receive 4 FREE gifts when you subscribe!

Here's an example of a poor ezine description:

<name of ezine withheld> - An electronic newsletter especially created to help new and/or frustrated Internet marketers prosperously market online.

See the difference?

They're both internet marketing ezines. Which one would you subscribe to?

Once you have studied various ezine descriptions as mentioned above, develop a few descriptions for your ezine. Then simply pick the best one.

And since you're now very good at writing compelling ezine descriptions, it's time to announce your ezine through Announcement Lists.

Key #2: Announce Your Ezine Through Announcement Lists

Announcement Lists are extremely powerful. When used correctly, they have the potential to bring in 50-700 subscribers in a single week! Wait...hear that - sounds like a vacuum ;-)

What are Announcement Lists?

Announcement Lists are mailing lists that are dedicated to announcing new ezines on a daily or weekly basis. Most Announcement Lists will let you announce your ezine including your ezine description and subscription information.

Some will even let you submit your announcement every week or month!

How can you guarantee to get more subscribers through Announcement Lists? Once again, it all boils down to whether or not your description has enough "sizzle".



Spend some time and subscribe to a few Announcement Lists and read a few announcements. By now, you should be able to quickly spot strong, persuasive announcements, over those that are dull and boring.

Here's a short list to get you started:

List Builder

To subscribe: List_Builder-subscribe@topica.com

1 List Advertising

To subscribe: 1_List_Advertising-subscribe@yahoogroups.com

A Announce

To subscribe: AAnnounce-subscribe@yahoogroups.com

Add Your List

To subscribe: add_your_list-subscribe@yahoogroups.com



You can auto-submit your announcement to multiple Announcement Lists with a few mouse clicks using EzineAnnouncer. EzineAnnouncer contains over 60 Announcement Lists. For more info, visit:

<http://www.EzineAnnouncer.com>

Key #3: Use The Power of FREE Ads

Using free ads are nothing new, but don't under estimate them. They are a **powerful tool** in your ezine marketing arsenal that can yield BIG results!

There are basically three types of ads: paid ads, free ads, and ad swaps. In this sections we'll be covering free ads and ad swaps.

How do ad swaps work? It's pretty obvious. You contact other ezine publishers and approach them about exchanging ads. However, there are some things to consider when participating in ad swaps...

1. Track Your Ad Swaps

I'm going to spend a little more time on this topic because I feel that it's absolutely critical.



Tracking your ads are a MUST. Basically, you need to know what works and what doesn't. There are a number of software packages and services that will help you track your ads.

But wait -- don't run out and spend your hard earned cash on tracking software or services just yet. There are a number of cost-effective (even free) alternative that you can use today.

Let's suppose you swap an ad with an ezine called "Ezine Money Maker". A simple ad tracking tactic is to create a new webpage on your site.

For example, "www.myezine.com/emm.html". Include this new link in your ad and you'll be able to produce reports (through your Internet Service Provider) that show how many visitors went to this new webpage.

You don't have a website? Well, first of all, you should. You're missing out on a bunch of great ways to promote your ezine including search engines (more about this later on...) No website? Not to worry. You can still track your ads using simple e-mail.

Include an e-mail hyperlink in your ad that automatically enters a specific subject. For example:

.....Sign up now by clicking below:

mailto:subscribe@myezine.com?subject=Subscribe_emm

If you want to be even more discrete, you can use a variety of common subjects for different ads.

EzinePro ad = "Subscribe now"

Ultimate Success ad = "Subscribe request"

Get the idea?

You don't have an e-mail account? Well, there's another way to track ads. You can simply sign up for a free auto-responder service. If you're new to the concept of autoresponders, here's a quick illustration.

With an autoresponder, once a person sends an e-mail to your autoresponder e-mail address (i.e. subscribe@autorespond.com), their name and e-mail will be automatically captured. Also, you can send an automated reply (or a sequence of replies). Pretty neat, isn't it?

In fact, this same mini-course is also offered via autoresponder.

You can sign up for free autoreponders at the following sites. Please note, free comes at a price -- most include ads. If you pay, the ads disappear.

If you're looking for a solid autoresponder service that won't break the bank, I use DemandMail and highly recommend their service.

If you'd like some more info on DemandMail, just click below:

<http://www.DemandMail.com>

Here are some other sites that offer "free" autoresponders with ads.

www.getresponse.com

www.autobots.net

www.autoresponders.com

www.aweber.com

Once you have 30, 50, 100...names collected by your autoresponder, you can simply export the names and import them into your e-mail software. Any e-mail software will do. Don't worry about spending big bucks on fancy broadcast e-mail software at this point -- we need to get you some subscribers first! ;-)

2. Define Your Ad Placement

Not all ads are created equal. Is your ad going to be placed at the top, middle, or end of an ezine? This can make a HUGE difference in the response (or lack thereof) that your ad receives.



If you're planning to place your ad swap at the top position, kindly ask that your fellow ad swapper do the same for you. If you don't clearly spell this out ahead of time (and receive confirmation by e-mail), you'll lose in the end.

3. Send & Receive Copies of Your Ad

The vast majority of ezine publishers are honest when it comes to swapping ads, but it's always nice to have confirmation. Make sure that you receive a copy of your ad, and the publication (in it's entirely) that your ad ran in. Also, do the same and send a courtesy copy to your fellow ad swapper.

4. Keep Your Ad Specs Simple

Don't assume anything when swapping ads. Be specific, and as clear as possible. Expect the same from your fellow ad swapper. It's extremely frustrating to finally receive a copy of your ad swap, only to notice that something went wrong. Define it ahead of time and save yourself the grief.

Submitting your free ads, and locking down ad swap arrangements with other with other ezine publishers, can take some time. Be patient. Take it step-by-step. Once you get into the groove, I know you'll be pleasantly surprised with the results.



You can save time by using a product such as EzineAnnouncer to blast out 100s of Free Ads & Ad Swap requests with a few clicks of your mouse. EzineAnnouncer includes over 375 Ad Swap & Free Ad sources, with ad tracking capabilities built right in. Click below for details:

<http://www.EzineAnnouncer.com>

Before moving on to the next few keys, spend some time and Review keys 1-3. There's lots of good stuff in there to help you succeed with your ezine.

Key #4 is an extremely powerful weapon and one of my personal favorites. Read on and you'll find out why ...

Key #4 - Let Your Articles Auto-Promote Your Ezine

Writing articles for other ezines may be the most effective (and laziest) way to market your ezine. In fact, some successful ezine publishers use articles as their only source of ezine promotion!

If you want living proof that articles can make you a FORTUNE, be sure to [click here](#) to learn how a *six figure* ezine guru uses articles as his only marketing weapon:

Here's how it works...

Basically, you have a few options when choosing to write (and market) your own articles.

1. Send your articles to colleagues and personal contacts

This may be the easiest place to start. If you have a few contacts in your network that will run your article as a favor -- go for it!

What's that, you don't have a network? Then start building one! This brings us up to our next topic...

2. Send your articles to other ezine publishers that cover a similar topic

This one takes a bit of homework, and you'll need to do some research. First, visit the top ezine directories (I provided you with a shortlist under "Key #1").

Your mission is to search and scope out those ezine that would be ideal candidates to run one of your articles and then contact them! Most of the ezine directories will let you use keywords to refine your search (i.e. marketing, internet marketing, etc.).

If you write articles about gardening, look for gardening-related ezines, if your expertise is marketing, seek out small business or marketing ezines...you get the idea.

The next step is adding these ezines to a contact database so you can track the ezine name, ezine editor's name, e-mail, etc. Most e-mail client software includes a basic address book function. This will do for now.

The next step is to send each one of your new found contacts an e-mail including your new article. Here's are a few tips:

A. Don't send your article as an e-mail attachment. Cut and paste your article into the body of your e-mail message.

B. Make sure that your e-mail is properly formatted -- use an ANSI text editor to write your e-mail (Note: Notepad and Word are NOT ANSI text editors). You'd be surprised at how differently e-mail software programs handle word wrapping and formatting. Don't take chances. Just because you using Outlook, don't assume that everyone else does.

C. When sending articles to prospective ezine publishers, ALWAYS personalize your messages. (reread the previous sentence).



Starting your e-mail with "Dear Sir," is sure to put you one step closer to the "delete" key. Most high-end e-mail software includes "email merge" capabilities that makes it easier to personalize your e-mails.

Here's an example of a "mail merge" e-mail template...

```
Dear [firstname],  
  
As the publisher of [ezine title], I  
know you'll be interested in taking a  
quick peek at my latest article...
```

Unfortunately, most e-mail client software such as Microsoft Outlook or Eudora won't let you mail merge an e-mail template (as shown above) with a database. Therefore you must hand address each e-mail for now. If you're sending out numerous articles, you may want to consider investing in more sophisticated e-mail software (\$150 - \$300) at some point.



Rather than spend \$150-\$300, you may want to consider EzineAnnouncer. It lets you personalize and blast out your articles to a built-in database of 1163 ezines (in 70+ categories) that want article submissions. To learn more visit: <http://www.EzineAnnouncer.com>

One last thing...don't underestimate the power of offline media (i.e. magazines, newsletters, trade journals). As an example, I ran a small test a few years ago with one of my ezines, Prosperous Prospecting.

During the launch of Prosperous Prospecting, the only form of marketing and promoting that I participated in was writing articles. Not ezine articles, I'm talking about

articles for trade publications (in this case, sales & marketing association magazines).

The results? With only two published articles I managed to suck in over 300 subscribers in only a few months. Then I started using the power of the Internet to attract new subscribers. I think you can figure out what happened next.

3. Submit your articles to article directories for retrieval by other ezine publishers

Okay, so I hope you're already sold on the power of articles. They really are an EXCELLENT and cost effective means to grow your ezine subscriber base!

The good news is...not all ezine publishers are as serious and motivated as you are. That's why thousands upon thousands of ezine publishers rely on content (articles) from outside sources.

And where do they look? In most cases, they frequently visit article directories and archives to find content for their ezine.

I think you can see where I'm going with this... you MUST MUST MUST submit your articles to these directories - period!

Just think, you could easily write a new article per month - publish it in your ezine -- and then submit it to all the top article directories. Here's a shortlist to get you started:

<http://ezinearticles.com>
www.articlecentral.com
www.aracopy.com
www.authorconnection.com
www.certificate.net/wwio
www.ideamarketers.com

To receive a list of the top 20 Article Directories, send an e-mail to: top20@demandmail.com



Rather than hand submit your articles to all the top article directories each month, a product like EzineAnnouncer automates this time consuming process for you.
<http://www.EzineAnnouncer.com>

Worst case scenario...if one medium-large sized ezine runs your article, you'll be instantly exposed to thousands of readers.

Just include your resource box along with your hyperlink at the end of your article, and you're bound to attract some new subscribers.

It's the ultimate free advertising system!

And here's yet another reason to submit your articles to article directories. 95% of these directories frequently submit to search engines to improve their rankings. Your name and article info will piggyback right along with their next submission. Yes, that means even MORE exposure for your articles and ezine!

4. Promote your articles through announcement lists

Much like promoting your ezine through Announcement Lists (remember "Part 1"?), there are also lists for Article Announcements.

It's the same two part process as ezine Announcement Lists:

1. Subscribe to the list
2. Submit your announcement

I'd be repeating myself if I went into great detail about how to craft your announcement. To refresh your memory, go back and re-read the section in "Part 1" on Announcement Lists.

If you're eager to get started with article Announcement Lists, here are a few lists to get you started:

Article Announce | Announcement service

Info: <http://www.web-source.net/articlesub.htm>

* Must subscribe before posting. Extensive submission guidelines on-site.

The Article Archives | Announcement service

Info: <http://articlesarchives.netfirms.com/>

* Must subscribe before posting.

Article Depot | Announcement service

Info: http://www.topica.com/lists/Article_Depot

* Must subscribe before posting.

PublishInYours | Announcement service

Info: <http://www.egroups.com/group/PublishInYours>

* Must subscribe before posting.

So, there you have it. All the ins and outs of how to use your own ezine articles to gain free exposure, market your ezine, and most important -- suck in new subscribers!

And to ensure that subscribers will flock to you like seagulls on fries in a McDonald's parking lot, you've got to entice them! On that note, on to our next key to ezine success...

Key #5: Offer Subscribers Free Gifts or Premiums

Why should I subscribe to your ezine? I probably already subscribe to AT LEAST two other ezines on the very same topic as yours.

Folks, I don't have to tell you that the ezine world is becoming increasingly competitive. There are many well known players out there who are reputable names in the industry.

So what if you can't claim that you're a "leading authority on Internet marketing", or an "award-winning Chef". Are you doomed from the start? Not exactly.



You've got to give your readers something they want. Great and interesting content is obvious and it's absolutely critical. But before that happens, you need to get them in the door first. And no one can resist the lure of free stuff.

Correction...no one can resist the lure of free stuff that they perceive as valuable.

Spend some time at some of your competitors websites. Are there pop-up windows? Didn't you receive this mini-course through a pop-up? And didn't I receive your e-mail address as a result? Hey, pop-ups work - period!

More important, look at what your competitors are giving away to entice subscribers. If I offered you a free report on my website titled, "My Life With Ezines" <yawn> would you request it? Probably not. Why? Once again, is there perceived value in what I'm offering?

Have you ever considered developing your own e-book (like this one) and giving it away to potential subscribers? I'm sure that you have enough information on your ezine topic to easily fill 10 or 20 pages.

E-books are great since they are the ultimate viral marketing

tool.

What does the “viral” in viral marketing mean you ask?

“Viral” simply means that your e-book gets passed on from person to person, over and over again – just like a true virus!

And the more you promote and market your e-book, the more exposure you’ll get, and the more people that read it, the more subscribers you’ll get! It’s an extremely powerful formula!

E-books can help you create the ultimate ezine subscriber virus!



You can easily launch your e-book and instantly create your own “ezine subscriber virus” by using the same one tool that I use. Click below for more information:
<http://www.EzineAnnouncer.com>

You don't have to necessarily create your own giveaways or premiums. Get creative...search the web...find something new...give it a new name or title...approach another webmasters or ezine publishers about using their material.

Just the other day I was on Google.com and did a search on "free ebooks", "free e-books", "free reports", and found a TON of stuff. Spend a few minutes online tonight, you'll see what I mean.

Here’s another idea ...



You could even use this mini-course as a free giveaway on your website. Plus, if you sign up as an EzineAnnouncer Affiliate, you could be earning 35% commission if anyone orders the software through reading this e-book! [Click here to sign up.](#)

Since I've given you a lot of material of digest here today, the final chapter of this e-book is a quick read (I promise).

Here is the last (but not least) key to ezine success. All 7 keys are proven, sure-fire methods to promote your ezine. Use them wisely, and you'll be on your way to sucking in subscribers faster than a Hoover vacuum!

Key #6: Creative Search Engine Tactics

Do you have a website for your ezine?

I would strongly recommend that you do.

And here are a few tips to maximize the amount of subscribers that you funnel in through your website.

1. You need to build a "subscribe.html" page into your website. Having a "subscribe now" button on one or two pages isn't going to cut it.

Next, use creative meta tag keyword combinations such as "free ezine", "free newsletter", "e-mail newsletter", etc., and submit these pages to various Search Engines to drive additional traffic to your site.

2. Since Search Engines are all about keywords, why not use each page to make reference to your articles, back issues of your ezine, etc. For example:

"November 2001 issue -- In this months issue, we will discuss the benefits of anaerobic strength conditioning for seniors and the positive effects on reversing the aging process.". <This is the perfect place to add a link to your subscriber page> "Have you subscribed to our weekly ezine yet? Click here to sign up now!"



You MUST place a link to your "subscribe.html" on each and every page of your website. Don't leave things to chance. Most visitors won't go searching around your site trying to figure out how to subscribe.

Make it easy for them. Deliver the "Subscribe now" option on each and every page!

Well, here it is, the final key. Last, but not least.

Key #7: Exchange Links With Similar Ezines/Websites

You may think I'm a little crazy, but hear me out on this one. Let me give you an example of something I read a few years back. I can't recall the source, but here's how the story goes...

A group of local fast-food restaurant owners were complaining about the lack of business. One of the restaurant owners had a bizarre idea. He approached three of his competitors and asked them to promote his restaurant and he did the same.

The fish & chip, pizza, and burger restaurants all began to promote each other. You'll never guess what happened. Everyone's business increased! Each business owner referred their customers to the other establishments and also received a handful of referrals in return.

Bottom line, people like variety, and they trust friends or colleagues when they refer something. Same thing applies to your ezine. Here's an example of how you can apply this same concept to build your ezine.

In the EzineAnnouncer Affiliate Resource Toolkit (which you'll receive once you join our Affiliate Program), at the very end of the page I mention something called "Grab 'Em" pages. These are often referred to as "Thank You" pages as well. Here's how it works...

When someone subscribes to your ezine, you usually display a "Thank you for subscribing" page. This is your last chance to motivate your new subscriber to act.

By developing relationships (or joint ventures) with similar or complimentary ezine publishers, you can use "Thank You" pages in a different way.

Much like the fast food restaurant owners above, you include links to other ezines on your "Thank You" page. The participating ezines will also do the same. For example, your "Thank You" page might read:

Thank you for subscribing...

Now that you've subscribed to The Green Thumb Gazette be sure to make your garden the envy of all your neighbors by subscribing to these fantastic ezines now.

- Amazing Rock Gardens
- Fun With Flowers
- Healing With Herbs

[Click here](#) to subscribe.

Make no mistake about it, "Thank You" pages can produce some SPECTACULAR results.

In fact, here's what Ezine-Tips.com (an extremely popular ezine) had to say about recently cracking the 10,000 subscriber mark:

"By far, the number-one effort to drive new subscriptions to Ezine-Tips was the joint venture I set up with four other ezine publishers. It took about three days to organize and set up, and now Ezine-Tips (and the other publications) all benefit from significantly more new subscribers each day. (Some of the publications -- including this one -- more than doubled their growth rate.)"

Summary

Well, I'm afraid that about wraps it up for this mini-course "The 7 Keys To Creating An Instant Subscriber Magnet".

I hope that you've found this mini-course to be helpful in your quest for unlimited subscribers and ezine success.

Like any adventure, you have to start somewhere. And having proper directions definitely makes the trip that much more enjoyable.

Follow the proven 7 principles and with a little bit of persistence and determination you too could be on your way to cracking the 10K subscriber mark like Ezine-Tips as mentioned above.

If you have any questions on what you've read, feel free to drop me an e-mail anytime at jasonp@ezineannouncer.com

Wishing you great success with your ezine!



Jason Potash
<http://www.EzineAnnouncer.com>



Amazing new software that puts your ezine promotion and growth on auto-pilot!

[Click here to learn how!](#)

Ezine TO-DO Checklist

Now that you're armed with the 7 keys to ezine success, it's time to put all that theory into practice. Keep this handy checklist beside your computer as a constant reminder to make your ezine promotion an ongoing exercise.

Remember, the ultimate success or failure of your ezine depends DIRECTLY on your ability to effectively market and promote it!

Completed

TO-DO

- 1. Visit numerous ezine directories and study ezine descriptions
 - ♦ Craft 2 of your own ezine descriptions and pick the best one
 - ♦ Submit your ezine to the top 40 ezine directories
- 2. Subscribe to a few Announcement Lists
 - ♦ Study and analyze various Announcements (good vs bad). The difference?
 - ♦ Craft 2 of your own Announcements and pick the best one
 - ♦ Submit your Announcement to the top Announcement Lists
- 3. Visit the top ezine directories and scope out ezines in your market
 - ♦ Contact each ezine publisher for potential ad swap opportunities
- 4. Seek out other ezines (by category) that could potentially publish your articles
 - ♦ Study other articles that appear within your competitors ezines
 - ♦ Write the first draft of your first article (then revise and edit)
 - ♦ Submit an e-mail introduction and article to your list of ezines
- 5. Spend some time to seek out free gifts & premiums to entice your new subscribers
- 6. Update your website. Add a "subscribe now" link on each page.
- 7. Seek out complimentary ezines. Offer to exchange links and add your ezine to each others "thank you" pages